

a time at which said corresponding content is transmitted on said signal, and
a content identifier,

wherein each of said one or more announcements was created by a party other than said
broadcaster; and

a controller that alters a presentation of said content stream in accordance with the
description and the time from a corresponding announcement based upon a comparison of said
one or more announcements to a filter record which includes at least one user preference for
altering said presentation.

4. (Amended) A segment announcement receiver, as in claim 1, where said presentation is
by any one or more of the following: a television, a radio, a closed circuit television, a video
recorder, and a computer.

5. (Three Times Amended) A segment announcement receiver comprising:
a first receiver section for receiving one or more content streams on a content carrier
signal;
a second receiver section for receiving one or more announcements, each of the
announcements containing a description about a corresponding content within said one or more
content streams, a time at which the corresponding content is transmitted by the first receiver
section, and a content identifier; and
a controller that alters a presentation of said content stream in accordance with the

description and the time from a corresponding announcement, wherein each of said one or more announcements was created by a party other than said broadcaster, and wherein said controller alters said presentation based upon a comparison of said corresponding announcement to a filter record which includes at least one user preference for altering said presentation.

- D1
6. (Twice Amended) A segment announcement system comprising:
- C2
- an analyzer that analyses a content of one or more content streams;
 - an announcement generator that creates an announcement containing a description about said content of one or more of the content streams;
 - a transmitter section that sends said announcement to one or more receivers using a signal, said announcement being added to said signal by a party other than said broadcaster of said content, wherein each of said receivers comprises:
 - a controller that alters a presentation of said one or more content streams in accordance with the description and the time from a corresponding announcement and based upon a comparison of said corresponding announcement to a filter record which includes at least one user preference for altering said presentation.
-

- C3
11. (Three Times Amended) A closed circuit transmission system comprising:
- a segment announcer comprising:
 - an analyzer that analyses a content of one or more content streams, wherein said analyzer comprises a party other than a broadcaster of said content;

an announcement generator that creates an announcement containing a description about said content and a time associated with said content; and

a transmitter section that sends the announcement over a communication network;

and

a segment announcement receiver comprising:

a receiver section for receiving said announcement and said content stream; and

a controller that alters a presentation of said content stream in accordance with the description and the time in said announcement and based upon a comparison of said announcement to a filter record which includes at least one user preference for altering said presentation.

12. (Three Times Amended) A process comprising:

adding an announcement to a signal including a content stream by a party other than a broadcaster of the content stream;

receiving said content stream, said announcement having a description about a content of said content stream;

matching said description to said content; and

presenting said content based upon said description if the content matches the description and based upon a comparison of said announcement to a filter record which includes at least one user preference for said presentation.

13. (Three Times Amended) A segment announcement receiver comprising:

D) means for adding an announcement to a signal including a content stream by a party other than a broadcaster of the content stream;

C 3 means for receiving said content stream, said announcement having a description about a content of said content stream;

means for matching said description to said content; and

means for presenting said content based upon said description if the content matches the description and based upon a comparison of said announcement to a filter record which includes at least one user preference for said presentation.
